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U.S. Eastern Red Cedar Seminars Result in Immediate Sales

Report Categories:

Export Accomplishments - Events

Wood Products

Market Promotion/Competition

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Report Highlights:

ATO Taipei and the Missouri State Department of Agriculture co-organized wood seminars in Taiwan's three major cities to promote U.S. Eastern Red Cedar in July and August 2012. Three importers placed orders right after the seminars with the first two shipments arrived in Taiwan in September 2012.

General Information:

ATO Taipei and the Missouri State Department of Agriculture co-hosted three seminars in Taipei, Taichung and Kaohsiung on July 25, August 7 and August 9, respectively, to introduce applications of U.S. eastern red cedar. Nearly 200 designers, wood importers and wholesalers attended the seminars despite the interference of Typhoon Saola. ATO Taipei Director Hoa Van Huynh and Agricultural Marketing Specialist Cleo Fu made welcome remarks and introduced U.S. wood industry overview respectively.

National Taiwan University Professor Dr. Wang Song-Yung was the keynote speaker and introduced the physical properties and applications of eastern red cedar products and the environmental benefits of using wood and wood products in green building construction. Wang Chung-yang, a prominent young designer from Taichung City, also shared with the audience his recent experience with using American red cedar in a private condo project.

The seminars resulted in immediate sales with three Taiwan importers placed orders soon after the seminars. Two of the importers both reported they've received their first shipment, valued at approximately \$30,000 per container, in September. Hank Ma, Missouri State Department of Agriculture's Taipei representative, estimated the seminars will generate additional \$250,000 to 400,000 eastern cedar exports for Missouri State.



